



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: June 20, 2017

Subject: Parada del Sol Parade Event Support Funding Proposal

Parada del Sol Parade and Trails End Festival is now entering its 65th year and has been a longstanding community heritage event held in conjunction with the Parada del Sol Rodeo. Due to the community benefit of this longstanding heritage event a five year event funding proposal is being considered.

The submitted proposal is not being reviewed under the established event funding program criteria. Allocation of potential funds in support of the proposal will be from the \$1.2 million from the Tourism Development Fund established for events and event development.

Parada Historical Parade is requesting \$79,400 annually in support of a five year event funding proposal.

Analysis & Assessment

The 2017 Parada del Sol Parade and Trails End Festival attracted over 28,000 attendees, 102 parade entries and provided the city with media and promotion value in excess of \$64,400.

Similar marketing and promotional benefits focused on highlighting the Scottsdale destination through media and promotional opportunities are outlined in the proposed five year proposal. In addition, the following contractual requirements will be added in order to ensure the event's continued success and growth:

- Increase non-city sponsorship and marketing budget by \$9,000 annually
- Increase 10 parade entries annually to a total of 150 entries
- Increase attendance by 10,000 annually

City staff has evaluated the proposal to identify the benefits for the city and the local tourism industry and has identified a public purpose for the city's expenditure. The marketing and

promotional benefits provide direct consideration substantially equal to the proposed city's expenditure.

The Parada del Sol Committee will provide the city a post event report annually, which will provide an evaluation of the producer's performance under any established agreement.

The city will be involved in the planning and organizing of the parade and therefore this event is not required to obtain a special event permit but is required to ensure that the event complies with requirements applicable to a special event as set forth in the Special Events Ordinance (Scottsdale Revised Code, Chapter 22, Articles I and II).

In accord with the city's community event program approved by City Council, 75% of the event funding will be provided in advance of the event. The final 25% will be provided once all contract requirements have been fulfilled.

Funding Availability & Potential Options

The total maximum annual city investment for the agreement is \$79,440 of which approximately \$4,400 will be used to cover costs associated with staging set up, medical support and refuse collection. Based on FY 2017/18 Tourism Development Fund sources and uses projections, funds are available. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$79,400 annually for five years.
- 2) Direct staff to further evaluate the event's potential, event development partnership opportunities and the resulting return on investment.
- 3) Take no action or additional event evaluation.

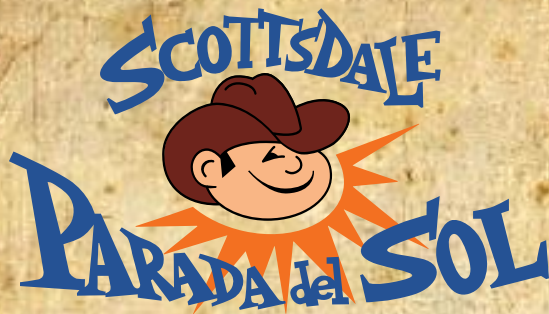
Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

SCOTTSDALE PARADA del SOL

HISTORIC PARADE & TRAIL'S END FESTIVAL

FEBRUARY 10, 2018



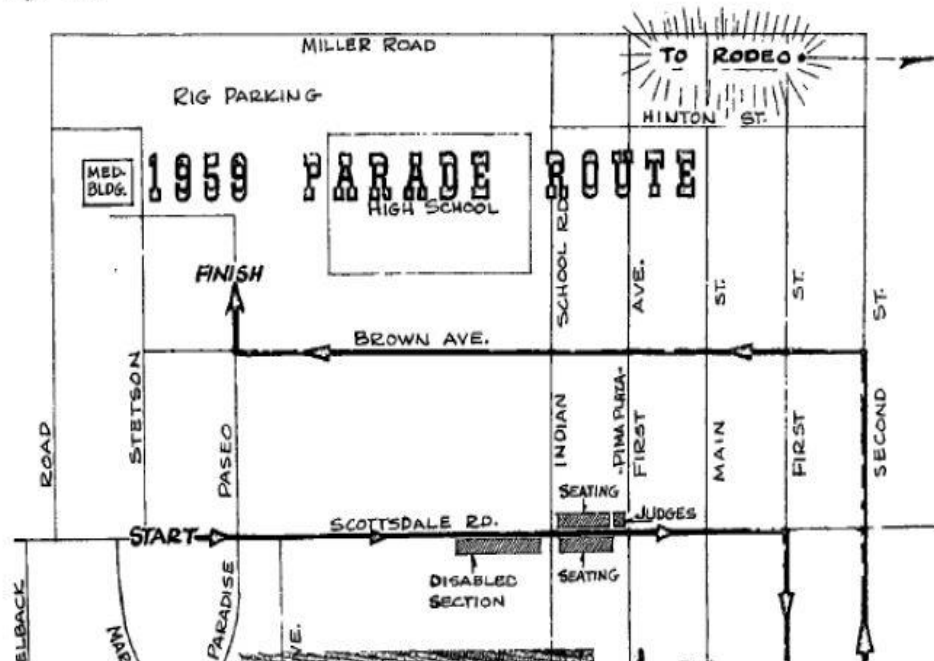


HISTORIC PARADE & TRAIL'S END FESTIVAL



- ❖ Entering its 66th year, Parada del Sol had its' beginnings in 1951 as the "Sun Shine Festival."
- ❖ The City of Scottsdale sponsored the festival shortly after the City incorporated and the Festival consisted of a brief parade through downtown Scottsdale and ended with a family barbecue on Main Street.
- ❖ The first rodeo was added in 1956, and the name of the Festival was changed to "Parada del Sol". Translated from Spanish, Parada del Sol means . . .

"Walk in the Sun"



1959 SCOTTSDALE PARADA DEL SOL PARADE ROUTE

KEY POINTS

- ❖ Signature Event
- ❖ Partnership with the City of Scottsdale and Experience Scottsdale
- ❖ Great progress with the new improved organizational structure
 - ❖ Build upon the past three years
- ❖ Implementing FIVE year goals





FIVE YEAR PLAN

ATTENDANCE

Increase the attendance through increased spending and trade in all forms of media

Category	Baseline	2018	2019	2020	2021	2022
Attendance	30K	40K	50K	60K	70K	80K

- ❖ **Work with local/regional hotels attracting guests**
- ❖ **Work with ESI to secure named talent for post-parade concert on Scottsdale Road**

FIVE YEAR PLAN

PARADE ENTRIES



Increase entries through national, regional and statewide outreach to unique equestrian groups, SUSD & charter school participation, COS Dept involvement along with enhanced media exposure

Category	Baseline	2018	2019	2020	2021	2022
Entries	100	110	121	133	146	161

- ❖ City of Scottsdale Department competition
- ❖ Resort competition
- ❖ Create scholarship program for traveling equine groups
- ❖ Create a Saddle Club rendezvous at Westworld



HISTORIC PARADE AND TRAIL'S END FESTIVAL

Scottsdale's 64th Annual Parada del Sol & Trail's End Festival attracts over 30,000 people and provides opportunities to showcase the Shopping and History of our Amazing City.

Come out and enjoy the many participating school groups, bands, non-profit organizations and multi-cultural entertainment entries that have for so many years been involved in this event!

After the Parade, stick around to experience all that Downtown Scottsdale has to Offer.

The Trail's End Festival has fun Family activities with an interactive kids area, awesome Live Bands & Great Food!

For More Information:

www.ScottsdaleParade.com

scottsdaleparade@cox.net

602.320.1483



FIVE YEAR PLAN

SPONSORSHIPS

Through personal connections, as well as continued outreach, increase sponsorships by creating event marketing initiatives for corporate sponsorship opportunities

Category	Baseline	2018	2019	2020	2021	2022
Sponsorships	\$25K	\$27.5K	\$30.25K	\$33.275K	\$36.6K	\$40.26K



FIVE YEAR PLAN



MARKETING & MEDIA

Through partnership with the City of Scottsdale, it is the intent to steadily increase what is spent in advertising while taking advantage of as much “free” publicity as possible and partnerships with media outlets.

Category	Baseline	2018	2019	2020	2021	2022
Marketing	\$10K	\$15K	\$20K	\$25K	\$30K	\$35K



FIVE YEAR PLAN



LOCAL BUSINESS ENGAGEMENT

- ❖ *Identify engagement opportunities for local businesses*
- ❖ *Increase wine garden within the festival footprint*
- ❖ *Establish a craft beer garden pre/during/post parade*
- ❖ *Guacamole/Salsa competition during festival with local restaurants*
- ❖ *Bloody Mary contest*
- ❖ *Farm to Table dinner*
- ❖ *Work with Gallery Association to identify annual Parada artist*
- ❖ *Western fashion show – clothing and head gear*



FIVE YEAR PLAN

SPONSORSHIP MARKETING OPPORTUNITIES



TRAIL'S END FOR KIDS

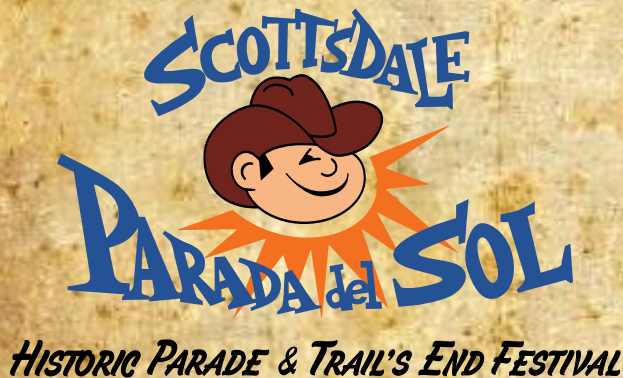
ENTERTAINMENT

- ❖ *Developing an International Package –Experience the West*
 - ❖ *Hashknife/Campout/Parade/Jeep Tour*
- ❖ *AOT sponsorship potential – wine garden*
- ❖ *Juried student art show w/Western Museum*
- ❖ *Resort competition – float comp w/scholarship component; build media behind competition*
- ❖ *Online Competition Sweepstakes – Pkg for 2*
 - ❖ *Airfare, hotel, boots, western/southwestern event tickets*
- ❖ *Friday afternoon bull riding (Buffalo Chip)*
- ❖ *Discount Tire – “Tire Rodeo” at Festival*
- ❖ *Saddle Club Roundup*

**THANK YOU AND NOW HERE IS NINE
MINUTES OF SELECTED RAW VIDEO
FROM THE 2017 SCOTTSDALE
PARADA DEL SOL**

(2,000 people participated in the Parade)

This 2017 Parada video belongs to
the Scottsdale Parada del Sol Parade
Committee and can be used to
produce PSAs, Hotel TV spots, and
HD can be used for network TV



ENJOY

- <https://youtu.be/NFg2CHpXXwA>